

Chapter 12. SIGNS

12.1 General Purpose and Scope

This chapter is intended to regulate and control signs and their placement throughout the City of Salisbury and its extraterritorial area. for the following purposes:

- *To provide a pleasing overall environmental setting and good community appearance, which is deemed vital to the continued economic attractiveness of the city;*
- *To create a more productive, enterprising, professional business atmosphere;*
- *To allow signs appropriate to the planned character and development of each zoning district;*
- *To ensure that permitted signs do not become a hazard or nuisance;*
- *To promote traffic safety;*
- *To prevent business and advertising signs from conflicting with public safety signs;*
- *To prevent the overcrowding of land;*
- *To facilitate fire and police protection;*
- *To protect and enhance the value of properties; and*
- *To promote the public safety and welfare of the city*

The provisions of this chapter shall apply to the construction, erection, alteration, use, type, number, location, size, height, and maintenance of all signs.

12.2 General Provisions

- A. Any sign, including "temporary signs" so designated in this chapter, shall be illegal without first receiving a zoning permit from the Administrator.
- B. All signs and outdoor displays shall conform to the most recent editions of the NC State Building Code, the National Electric Safety Code, and other applicable state and federal codes.
- C. For the purpose of this Ordinance, wall murals, mosaics, and other works of art shall not be considered as signs.

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12.3 Signs Permitted by Right

The following signs shall be permitted in all zoning districts and shall not require a permit:

- A. Any sign that is required by law.
- B. Any sign which contains non-commercial copy, provided such sign does not exceed nine (9) square feet in area, and its maximum height is no more than ten (10) feet above the ground. Provided further that this paragraph shall only permit one such sign per parcel of real property. Also provided further that noncommercial copy may be substituted for commercial copy on any commercial sign that is permitted by the provisions of this chapter.
- C. **Incidental Signs:** All buildings may provide wall-mounted incidental signage such as tenant identification, historical markers, or bulletin boards on any wall face provided they do not exceed nine (9) square feet in area, and its maximum height is no more than ten (10) feet above the ground.
- D. **Building Identification:** Any building identification that is an integral part of the building's design and architectural character. Included in this building identification are names of buildings, dates of erection, monumental citations, commemorative tablets, and the like which are carved into stone, concrete, or similar material.
- E. **Traffic Control and Miscellaneous Signs on Private Property:** Signs directing and guiding traffic and parking on private property, provided that such signs shall be limited to no more than twenty-five (25) characters and no more than three (3) square feet for traffic control signs and six (6) square feet for miscellaneous signs. Miscellaneous signs include "parcel pickup," "loading area," "service entrance," or any standard traffic regulation sign as needed or required.
- F. **Directory Signs:** Directory signs shall be limited to be located only in areas of pedestrian access such as entrances, exits, walks, and walkways.

Sign Type	Applicability	Maximum Area	Maximum Height	Number
Ground or wall signs	Areas of pedestrian access only	20 sq ft	Ground: 6 ft	1
			Wall: 6 ft above walkways	

- G. **Decorative Flags:** Provided that the following provisions are met:
 - 1. That the number be limited to one (1) decorative flag per business or property.
 - 2. That the location of the flag be on the first or second story of any building.
 - 3. That the bottom part of any flag be no less than seven (7) feet above the sidewalk or ground level, unless it is not in a pedestrian walkway.
 - 4. That the area of the flag be contained within an area of thirty-six (36) inches by sixty (60) inches.

5. That all flags be maintained in such a manner as to be free from fading, tearing, or other states of general deterioration or disrepair.

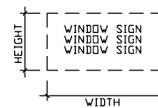
H. Official Flags: Current official flags of the United States of America, State of North Carolina, County of Rowan, and City of Salisbury are permitted by right. Whenever these flags are used, they should follow the Federal Flag Code whenever possible. The Federal Flag Code was established by Congress on July 7, 1976--Public Law 94-34, 94th Congress, S.J. Res. 49.

12.4 Sign Measurement

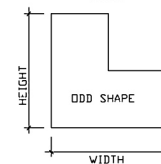
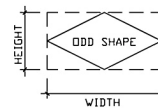
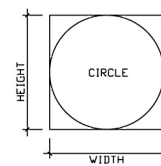
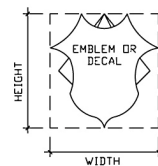
A. Setback: No portion of any sign may extend on or over the required setback area. To determine setback, measurement shall be made from the nearest street right-of-way line.

B. Area:

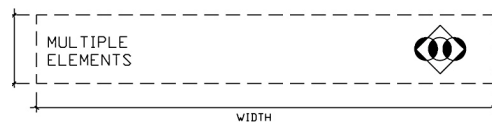
1. For measuring the area of a sign, only one (1) side of the sign shall be included.



2. Wall, canopy, or projecting signs consisting of individual letters, numbers, characters, figures, or displays attached in some manner to a building: the area of the sign shall be deemed to be the area included in the smallest square or rectangle that can be drawn around each of the individual letters, numbers, characters, figures, or displays.



Such signs may only contain the name of the individual business to be measured in this way.



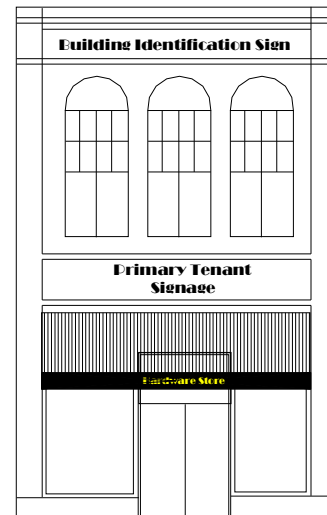
3. For ground sign or wall, canopy, or projecting signs consisting of a background with more than individual letters, numbers, characters, figures, or displays attached in some manner to a building, or for any form of advertising the business other than the name of the individual business: The area of a sign shall be deemed to be the area included in the smallest square or rectangle that can be drawn around the total sign area composed of individual letters, numbers, characters, figures, or displays.
 - a. Such signs include the copy area devoted to conveying a message, excluding structural supports, but including trim or framing devices.
 - b. Where signs have appendages or additions, such as "pop-ups" or "cutouts" that extend beyond the copy area, the area of such appendages or additions shall be measured separately, but included in the total sign area.

- c. Also to be included in the total sign area shall be the area contained in the changeable copy sign.
 4. **Permanent Banner Signs:** The area of signage shall be deemed to be the area of the canvas material exclusive of the top and bottom mounting brackets.
 5. No more than two (2) sign areas, with a total of four (4) sign faces, are permitted for each ground sign.
 6. In computing the measurable area of signs, those signs or portions of signs required by federal or state laws and regulations shall not be computed or considered as a part of the total sign area.
- C. **Height:** The height of any sign shall be measured from the grade level of the nearest public street right-of-way or at ground level where the sign is to be located, whichever is less restrictive.

12.5 Principal/Primary Signage Types

A. Wall Signs

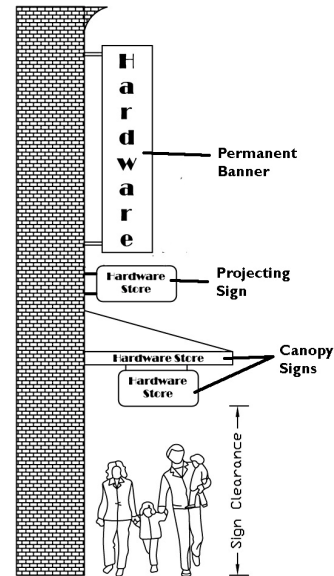
1. The maximum permitted aggregate area of wall signs includes the area of any windows or doorways.
2. The preferred location for wall signs is between the first floor window and window sill of second floor, or on sign frieze area of building if original to building. (Exception: Building identification which is an integral part of the building's design and architectural character shall not be considered a sign for the purposes of this standard.)
3. No wall sign shall project more than 18 inches from the building wall. Further, no wall sign or its supporting structure shall not cover any window or part of a window, nor shall it extend beyond the highest point of a roofline, parapet, or mansard roof.



B. Canopy, Projecting, and Permanent Banner Signs

1. Canopy Sign Area:

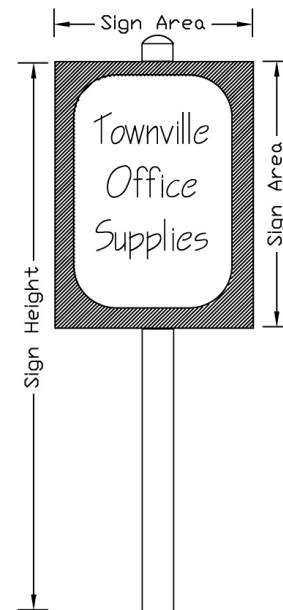
- a. Signing shall be permitted along the edge of a canopy provided the height of the letters shall not exceed either nine (9) inches or the height of the canopy edge, whichever is less, nor extend in any direction above, beyond or below the canopy edge. (The fringe or drip-flap portion of a canvas awning shall be considered as a canopy edge.)
- b. Signing shall be permitted above the edge of the canopy on the protection covering of the canopy provided the signing is within the parallel edges of the protective covering and is an integral part of the protective covering or is applied directly thereto.



2. Under-Canopy Sign Standards

- a. Canopy soffit or ceiling signs shall be hung beneath a canopy so that the copy or display shall be perpendicular to the building wall.

C. Ground Signs (Also known as “pole signs”)



12.6 Permitted Signage by District

A. The signs in the following subsections are permitted only in the zoning districts so indicated on sign tables below.

B. Primarily Residential Districts (OSP, RR, GR, UR, UR-P, MHD)

1. Signs permitted in these districts shall be limited to and restricted as follows:

Permitted Sign Type(s)	Specific Applicability	Maximum Area	Maximum Height	Maximum Number
Wall	Home Occupation Uses	3 sq ft	n/a	1
	Family Care Homes, Adult Day Care Homes/Centers	5 sq ft	n/a	1
Wall or Ground	Child Day Care Homes/Centers; Bed & Breakfasts	Per table below	Per table below	1
	Church Signs: bulletin board signs (d)	Per table below	10 ft (b)	Per table below
Ground	Subdivision identification signs (a) (d)	20 sq ft	6 ft	2 per entrance
	On-premise real estate signs	5 sq ft	5 ft	1
	Off-premise (directional) real estate signs (c)	5 sq ft	5 ft	1

(a) Special sign approval shall be made by the Administrator in accordance with Section 22-16 of the Municipal Code.

(b) For lots of one (1) or more acres. Ground signs only. The sign shall be setback 25 feet from any rear or side property line if the sign is higher than five (5) feet.

(c) Only to identify a house for sale on a dead-end street or cul-de-sac as shown on a map provided by the City Engineer. Location of said sign shall be on private property and at the nearest intersection of streets leading to the dead-end street or cul-de-sac.

(d) May be illuminated provided sign is at least twenty-five (25) feet from any side or rear property line and the height of the ground sign exceeds five (5) feet.

2. Residential Sign Table:

- a. Size of property and signs as set forth in the table below shall apply to uses allowed in residential districts and not specified in 12.6.B.1 above:

Size of Property	Area		Number of Signs
	Ground Sign	Wall Sign	
Less than ½ acre	5 sq ft	3 sq ft	1 ground <i>or</i> 1 wall
½ acre to 1 acre	10 sq ft	5 sq ft	
1 to 2 acres	20 sq ft	5 sq ft	1 ground <i>and</i> 1 wall
2 to 5 acres	30 sq ft	10 sq ft <i>(b)</i>	1 ground and 1 wall per side of lot <i>(a)</i>
5 to 10 acres	40 sq ft	15 sq ft <i>(b)</i>	
10 acres or more	50 sq ft	20 sq ft <i>(b)</i>	

(a) Provided lots have at least two hundred (200) feet of frontage on a public street

(b) Wall Signs in the UR-8 and UR-12 districts shall be limited to no more than 12 square feet per acre or 50 square feet, whichever is less, for lots of three (3) or more acres.

- b. The following additional regulations shall apply to signs allowed by the residential sign table:
- (1) **Setback:** Twenty (20) feet from side and rear property lines, unless specified elsewhere in this subsection for a particular use.
 - (2) **Height:** Five (5) feet for ground signs.
 - (3) **Illuminated signs:** Ground signs may be illuminated, in accordance with Section 12.10 for the following uses: schools; golf courses, parks, playgrounds, and community centers; residential developments; permanent subdivision identification signs; church bulletin board signs. All illuminated signs shall be at least ten (10) feet from any side or rear property line.
 - (4) Where uses other than single family, two-family, and multifamily residential are located in a residential zoning district and are permitted uses within the zoning district, the Administrator may approve a ground sign of no more than sixty (60) square feet and fifteen (15) feet in height provided the following conditions are met:
 - i) The property has twenty (20) or more acres;
 - ii) The sign is located no nearer than fifty (50) feet to a side or rear property line of adjacent residentially zoned property; or no nearer than thirty (30) feet to a side or rear property line of adjacent non-residentially zoned property.

B. Institutional Campus Districts (IC)

1. Signs permitted in these districts shall be limited to and restricted as follows:
 - a. One (1) ground sign and one (1) wall sign are permitted per lot; except that in the case of corner lots, any lot may have one (1) ground sign and one (1) wall sign for each side with at least two hundred (200) feet of frontage along a public street.
 - b. Area and height by sign type listed, by size of property, in the sign table below:

Size of Property	Sign Type	Area	Height
Less than 1/2 acre	ground	10 sq ft	5 ft
	Wall	10 sq ft	-
1/2 acre to 1 acre	ground	20 sq ft	5 ft
	Wall	15 sq ft	-
1 to 2 acres	ground	30 sq ft	10 ft
	Wall	20 sq ft	-
2 to 5 acres	ground	40 sq ft	10 ft
	Wall	25 sq ft	-
5 to 10 acres	ground	50 sq ft	10 ft
	Wall	30 sq ft	-
10 acres or more	ground	60 sq ft	10 ft
	Wall	40 sq ft	-

C. Other Districts (RMX, NMX, CMX, DMX, HB, HS, LI, HI)

1. **General Provisions**
 - a. **Illumination:** Signs may be illuminated unless expressly prohibited. Illumination and lighting shall be in accordance with those provisions outlined in Section 12.10.
 - b. **Number of Signs Permitted:**
 - (1) Where ground signs and wall signs are permitted, one (1) of each type shall be permitted.
 - (2) Where ground signs, wall signs, and projecting or canopy signs are permitted, one (1) ground sign and one (1) wall sign shall be permitted; in place of a wall sign, one (1) projecting sign or one (1) canopy sign shall be permitted.
 - (3) In lieu of a ground sign, one (1) wall sign may be placed on either the side or rear wall of a building up to the maximum sign area permitted in the appropriate district. The cumulative total of such signage shall be no greater than what would be allowed for the ground sign. This provision is in addition to the front of the building for a wall sign, with size as specified in the appropriate zoning district.

- c. **Size of Wall Signs:** For wall signs, the maximum size shall be per lineal foot of building wall facing a public street, an alleyway, a pedestrian walkway (e.g., sidewalk), or a parking area--but no side or rear wall sign may exceed one hundred (100) square feet in area.
- d. **Menu Board Signs:** In districts permitting uses in which a menu board is needed to identify products, services, etc., sold or provided on the premises--including, but not limited to restaurants with or without a pickup window or drive-through window, car washes, banks, etc.--a menu board may be located on the site provided that:
 - (1) its location is such that it is not intended to attract attention from off the premises; and,
 - (2) its content is not discernible from a public street.
- e. **Painted Wall Signs:** In RMX, NMX, CMX, DMX, and HB districts only, signs may be painted directly onto a building, in lieu of a wall sign, provided that its maximum area is the same as for a wall sign.
- f. No sign shall be used to obstruct the view of upper-story windows or any architectural embellishments.

2. Sign Table for RMX, NMX, CMX, DMX, HB, HS, LI, and HI Districts

Sign Type	Applicability	Maximum Area	Maximum Height	Maximum Number
Ground	RMX, HS	32 sq ft	5 ft	1 (a)(i)
	NMX	40 sq ft	15 ft	1 (a)(i)
	CMX	50 sq ft	20 ft	1 (a)(i)
	DMX Pole	16 sq ft	8 ft	1 (a)(i)
	DMX Monument	40 sq ft	5 ft	1 (a)(i)
	HB(k)(l)	100 sq ft	25 ft	1 (a)(i)
Wall	LI, HI	100 sq ft	30 ft	1 (a)(i)
	RMX, HS	1 sq ft (j)	-	1 (a)
	NMX	1.4 sq ft (j)	-	1 (a)
	CMX	1.6 sq ft (j)	-	1 (a)
	DMX	2 sq ft (j)	-	1 (a)(b)(c)(d)
	HB(k)(l)	1.8 sq ft (j)	-	1 (a)
Canopy or projecting	LI, HI	2 sq ft (j)	-	1 (a)
	NMX	30 sq ft	-	1 (a)
	CMX	40 sq ft	-	1 (a)
	DMX Canopy	0.5 sq ft/lineal ft of bldg wall; max 50 sq ft (g)	-	(a)(b)(e)(f)
	DMX Projecting	12 sq ft	-	1 (a)
	HB(k)(l)	50 sq ft	-	1 (a)
Marquee	LI, HI	75 sq ft	-	1 (a)
	DMX	60 sq ft/side	-	1 (b)
Permanent Banner	DMX	30 sq ft	-	1 per 25 ft of frontage
Industrial Park sign	LI, HI; for parks less than 300 acres	40 sq ft	8 ft	1 per entranceway
	LI, HI; for parks 300 acres or more	60 sq ft	20 sq ft	1 per entranceway
Industrial park interstate identification sign	LI, HI	125 sq ft	10 ft	1 per park

- (a) See 12.6.D.1.b, Number of Signs Permitted
- (b) One sign shall be permitted per side of building allowing such a sign.
- (c) **Wall Signs:** One wall sign per ten (10) feet of street frontage. Where there is one (1) parcel in single ownership with twenty-five (25) or more feet of street frontage, the distance between wall signs shall be at least eight (8) feet.
- (d) For buildings greater than three (3) stories in height, an additional twenty-five (25) square feet shall be allowed for each story above the third story, though maximum size sign shall be limited to one hundred fifty (150) square feet. This provision shall not apply to permanent banners.
- (e) **Canopy signs parallel to the street or Permanent Banner signs:** One sign for each 25 feet of street frontage. Where there is one (1) parcel in single ownership with fifty (50) or more feet of street frontage, the distance between canopy or permanent banner signs shall be at least eight (8) feet and the distance between the sign and the property line shall be at least four (4) feet.
- (f) **Canopy signs perpendicular to the street:** 1 canopy sign per side of the canopy.
- (g) Applicable only to building walls at street(s) with entranceway(s) to business.
- (h) One (1) existing marquee sign
- (i) Additional signs may be permitted per Sections 12.6.D.3 and/or 4 below
- (j) Per lineal foot of building wall per 12.6.D.1.c.
- (k) Adult Establishment uses shall comply with CMX sign standards and the standards in Section 3.3
- (l) Ground and wall signs in the GEIO shall comply with the HB ground and wall sign provisions

3. Additional Ground Signs for Multiple Establishments on One Property

Two (2) ground signs may be allowed for two (2) separate establishments on one property in accordance with the standards in the table below:

Zoning Districts	Minimum Distance Apart (feet)	Maximum Height (feet)	Maximum Size (square feet)
RMX, HS	30	5	30
NMX	30	6	21
	40	8	28
	50	10	35
CMX, HB	30	6	24
	40	8	32
	50	10	40
LI, HI	30	15	50

4. Additional Ground Signs in HB, LI, and HI Districts

Additional ground signs may be allowed for properties in HB, LI, and HI zoning districts provided the conditions in the table below and all other restrictions pertaining to ground signs in the applicable district are met:

Minimum Property Size	Minimum Sign Spacing	Minimum Side/ Rear Setback	Maximum Cumulative Area	Number of Signs per property
8 acres and 800 ft of street frontage	200 ft	50 ft	150 sq ft <i>(b)</i>	2 max.
2 acres and 200 ft of street frontage	100 ft	20 ft	100 sq ft	2 or 3 max. <i>(a)</i>

(a) For businesses with three (3) franchises, one (1) ground sign per franchise may be allowed provided that the other conditions in this subsection are met.

(b) No individual sign may exceed 100 square feet.

5. Additional Standards for Signs in DMX

- a. **Maximum letter height:** Maximum height of any individual letter, number, character, logo, etc. shall be limited to 2 ½ feet for wall, canopy, or permanent banner signs, except that for buildings greater than three (3) stories in height, an additional six (6) inches in height shall be allowed for wall signs for each story above the third story.
- b. **Display Signs:** Display signs in conjunction with allowable sale of goods on the sidewalk shall be permitted.

- c. **Sidewalk Signs:** A sidewalk sign shall be allowed provided that it comply with the table below and the provisions that follow:

Sign Type	Applicability	Maximum Area	Maximum Height	Maximum Width
Sidewalk Sign	DMX	8 sq ft	4 ft	2.5 ft

- (1) It shall be permitted in addition to any other allowable signage.
 - (2) Any property, including those containing multiple businesses, may place only one (1) sign per street frontage.
 - (3) The sign shall be placed on the sidewalk directly in front of the associated use.
 - (4) The sign shall be placed on the sidewalk between four (4) and seven (7) feet from the curb, or within three (3) feet of the building wall.
 - (5) The sign shall provide for the following clearances :
 - i) Five (5) feet of clear space for the passage of pedestrians between the sign and other obstacles such as signs, poles, street furniture, landscape islands, etc.
 - ii) Five (5) feet of clearance between the sign and any fire hydrant or crosswalk.
 - iii) Ten (10) feet of clearance between the sign and intersections or driveways.
 - (6) No sign shall block visibility – vehicular or pedestrian – at any time.
 - (7) The sign shall be constructed of materials that present a finished appearance (e.g., rough cut plywood is not acceptable).
 - (8) The sign shall not be lighted nor have any moving parts.
 - (9) The sign shall be displayed during business hours only.
- d. **Projecting Signs:**
- (1) Shall be allowed as the only sign of a business or in addition to other signs.
 - (2) Shall be located on the first floor of the façade.

- (3) Shall be no more than seven (7) feet above the sidewalk and no more than fifteen (15) feet, or below the second floor window sash, whichever is more restrictive.
 - (4) Shall project no more than five (5) feet from the building façade or past the sidewalk line, whichever is more restrictive.
 - (5) Shall be located on the first floor of the façade.
 - (6) May be lighted with external lighting attached to the building sign or mounting hardware.
 - (7) Shall not be plastic, back lit, or internally lit.
- e. **Marquee Signs:** One (1) existing marquee sign shall be permitted provided that:
 - (1) There shall be no more than three (3) sides..
 - (2) The bottom of the sign shall be at least eight (8) feet above and the top no more than fifteen (15) above sidewalk level.
- f. **Decorative Flags:**
 - (1) No more than one (1) decorative flag per business up to 30 feet of business street frontage.
 - (2) No more than one (1) decorative flag for every additional 10 feet of business street frontage.
 - (3) No more than six (6) decorative flags per business or property.
 - (4) The flags shall be permitted only on the front of the buildings.
- g. **Permanent Banners:** A permanent banner shall be permitted provided that:
 - (1) It shall be located on the second and third story facades only.
 - (2) It shall not project above the building parapet wall.
 - (3) It shall not exceed the vertical dimension of any second or third story window opening.
 - (4) It shall not exceed three (3) feet in width.
 - (5) It shall be constructed from exterior-grade canvas or similar material.
 - (6) It shall be affixed at the top and bottom and held taut by decorative brackets.

- (7) It shall be mounted vertically only. Horizontal mountings are prohibited.
- (8) All mounting and support materials shall be inserted into mortar joints and not into the face of any existing masonry.
- (9) It shall only receive light from adjacent light sources, such as existing street lights. No permanent banner may be lighted from any direct light source.
- (10) It shall contain a business name and logo only. Any other copy or advertising is prohibited.
- (11) Should any business cease to operate or relocate, any installed permanent banner shall be removed from the building façade within 30 days of vacation of the site.

h. Historic Signs: Historic signs, whether renovations of architectural artifacts, adaptive re-use of existing signs or authentic replications based on photographic evidence or other documentation, shall be allowed provided that:

- (1) All historic signs are subject to design review and issuance of a Certificate of Appropriateness by the minor works committee of the Historic Preservation Commission following criteria prescribed by the design guidelines for commercial properties.
- (2) The number of historic signs may not exceed the total number allowed for a property within the district.
- (3) The size of historic signs may vary depending on the historical accuracy of the renovation or replication but shall not exceed 50 square feet.
- (4) Historic signs may be located on the property in a manner consistent with historical evidence or other documentation.
- (5) Historic signs may be lighted in manner consistent with historical evidence or other documentation.

D. Signs in TND Districts: Signage in TND districts shall meet the DMX sign standards for mixed-use and non-residential development. Residential portions of a TND development shall meet the sign standards for residential zoning districts.

12.7 Special Sign Overlay Districts

Regulations in special sign overlay districts supersede those of the district(s) under which the overlay is placed. These districts are established because of unique locational factors which require special treatment. Within overlay districts, those signs in Section 12.3, Signs Permitted by Right, are permitted, as well as the signs listed below by special sign overlay district.

A. Sign Overlay District “A”: This district has been established to provide an area or areas along Interstate 85 for off-premises advertising of businesses, commodities, services, activities, products, or entertainment. The area so designated shall be located along a portion or portions of Interstate 85 as indicated by sign overlay district “A” on the official zoning map of the City of Salisbury.

1. Advertising signs for Interstate 85 are considered off-premise[s] signs. Such signs are permitted in sign overlay district “A” provided that the following requirements are met:
 - a. Within sign overlay district “A,” the sign may be located only in an LI or HI zoning district;
 - b. One (1) sign face be permitted per sign, except that if back-to-back, there may be two (2) sign faces;
 - c. **Maximum Size:** four hundred (400) square feet per sign face;
 - d. **Maximum Height:** thirty (30) feet;
 - e. No such off-premises sign be located less than one thousand (1,000) feet from another such off-premise(s) sign on the same side of the highway;
 - f. No such off-premise(s) sign be located less than two hundred (200) feet from any residential zoning district;
 - g. The area immediately surrounding such structure be appropriately landscaped.

B. Sign Overlay District “B”:

1. This district has been established to provide for high-rise business signs, or “pylon signs”, which identify an on-premise business for the interstate traveler at the following interchanges and radii:

Interchange	Radius (feet)
East Innes Street	1,000
Jake Alexander Boulevard	1,000
Julian Road	1,000

2. **Allowable districts:** Pylon signs may be located in the CMX and HB zoning districts only, if also located in the Sign Overlay District "B."
3. **Allowable number:** Businesses shall be limited to one (1) pylon sign per property.

4. **Allowable height and size:** The table shows the allowable minimum and maximum height, with maximum size allowed for pylon signs:

Maximum Size	Minimum Height	Maximum Height
75 sq ft	40 ft	90 ft
100 sq ft	50 ft	90 ft
150 sq ft	60 ft	90 ft
200 sq ft	70 ft	90 ft

12.8 Signage for Shopping Centers, Multi-tenant Developments, or Major Site Plans

- A. **Applicability:** The sign regulations below shall be applicable to multi-tenant commercial, office, industrial and mixed-use developments; developments requiring major site plan approval per Section 17.8; and/or shopping centers regardless of the regulations of the district in which the developments are located, except DMX and TND districts where the DMX sign regulations as contained in Section 12.6 shall apply.

B. Commercial and Industrial Developments

Sign Type	Applicability	Maximum Area	Maximum Height	Number
Ground – Primary sign	Over 200,000 sq ft (<i>a</i>)	120 sq ft per sign	25 ft for each sign	1 per street frontage, with a maximum of 2
	100,000-200,000 sq ft	100 sq ft per sign	20 ft for each sign	
	50,000-100,000 sq ft	75 sq ft per sign		
	Less than 50,000 sq ft	50 sq ft per sign		
Ground	Outparcels	35 sq ft	10 ft	1
Wall or canopy	buildings less than 400 ft from a public street right-of-way	See (<i>b</i>) below	n/a	1 per business having frontage on a public street
	buildings 400 ft or more from a public street right-of-way	25% above requirement in (<i>b</i>) below	n/a	1 per business having frontage on a public street
Secondary wall signs (For offices or businesses that are within stores) (<i>c</i>)	Buildings less than 400 feet from a public street right-of-way	32 sq ft, or 20 % of primary wall sign —whichever is less (<i>b</i>)	n/a	1 or 2
	Buildings 400 feet or more from a public street right-of-way	40 sq ft, or 20 % of primary wall sign —whichever is less(<i>a</i>)	n/a	1 or 2

(a) For developments with one (1) or two (2) buildings/tenants only.

(b) Two (2) square feet of area per lineal foot of each building wall having frontage on a public street, or facing a private accessway if a store has no frontage on a public street. For buildings with two (2) or more stories having businesses on each story, three (3) square feet of area per lineal foot of building wall may be used. Primary and secondary wall sign(s), when combined, shall not exceed the maximum allowable square footage above.

(c) Applicable only to stores with at least 150 feet facing a public street

- C. Multi-tenant Development in LI and HI Districts:** In lieu of one (1) primary ground sign allowed per street frontage, two (2) ground signs may be allowed in an approved multi-tenant development in LI and HI districts provided that all of the following conditions exist:
1. **Development Size:** two (2) to five (5) acres
 2. The approved development consists of two (2) business/offices located within one (1) unified building.
 3. **Maximum size:** 50 square feet
 4. **Maximum height:** 20 feet
 5. The signs are located at least one hundred fifty (150) feet apart.
 6. Wall signs(s) shall be limited to the following:

Distance of building wall from street right-of-way	Allowable area of sign per lineal feet of building wall facing public street
Less than 50 feet	0.25 sq ft
50 to 100 feet	0.5 sq ft
More than 100 feet	1.0 sq ft

D. Multi-tenant Office Development Signs

The sign regulations below shall be applicable to multi-tenant office developments, regardless of the regulations of the district in which office developments are located, except the DMX (Downtown Mixed Use) district where the DMX sign regulations shall apply.

1. Sign Table

Sign Type	Applicability	Maximum Size	Maximum Height	Number
Ground – Primary sign	Abutting one street w/ less than 200 ft frontage	32 sq ft	20 ft for each sign	1
	Abutting one street w/ 200-400 frontage	50 sq ft (a)		1
	Abutting one street with more than 400 ft of frontage	80 sq ft combined; no more than 50 sq ft/sign (a)		2 (b)
	Frontage on more than one street	40 sq ft per sign (a)		1 per frontage; maximum 2 (b)
Wall or canopy	One story building	1 sq ft per lineal foot of building wall facing a public street	-	1 per office
	2 or more story buildings w/ offices on each	1.5 sq ft per lineal foot of building wall	-	

(a) Any sign more than thirty-two (32) square feet shall be a monument sign only.

(b) If more than one (1) sign is allowed, signs shall be at least 75 feet apart.

- E. Entrance, Exit, Off-street Parking Signs:** Such signs shall be limited to the words “entrance” and “exit,” with a business logo or the symbol arrow. The name of the business shall be limited to no more than twenty-five (25) characters.

Maximum Area	Maximum Height	Number
3 sq ft	3 ft	1 of each per driveway

12.9 Special Sign Provisions

- A. Real Estate Signs:** One (1) temporary real estate sign shall be permitted as follows:

- All real estate signs shall be unlighted, shall be on private property, and shall be permitted by right. No off-premise real estate signs shall be permitted, except that “open house” signs shall be permitted.

2. Sign Table:

District(s) Permitted	Sign Type	Area	Height	Number Permitted
CMX, HB, LI, HI	Wall	32 sq ft	-	1 Wall or 1 Ground
	Ground	32 sq ft	10ft	
RMX, NMX, HS, IC	Wall	16 sq ft	-	1 Wall or 1 Ground
	Ground	16 sq ft	5 ft	
DMX	Wall	1.0 sq ft per lineal foot of building having frontage on a public street	-	1
All residential districts	<i>See Residential Sign Table in Section 12.6.B.2</i>			

B. Master Development and Interior Development Signs: For residential subdivision Master Development and Interior Development real estate signs, the Administrator may allow residential subdivision real estate signs, with the following conditions:

1. Signs at the entrance into the development shall be known as Master Development Signs, and signs within the subdivision shall be known as Interior Development Signs.
2. Approval may be considered for each type of sign at (or near) each entrance into the subdivision.
3. The signage shall be allowed only for the primary developer of the subdivision.
4. **Number of Signs:** One or two signs may be allowable per entrance, with no more than two entrances.
5. **Maximum size:** 32 square feet per sign
6. **Maximum height:** 10 feet (above ground level)
7. The material for the signs shall consist of 3/4" vinyl coated marine grade plywood, or better.

C. Signs for Special Events

1. Moving signs or devices, all or any part of which move by fluttering, rotating, spinning, or moving in some other manner, and/or set in motion by movement of the atmosphere are permitted only for special events.
2. For businesses or organizations, excluding religious organizations, the Administrator may approve a sign for a special event of up to fifteen (15) days in duration, at which time the moving signs or devices, may be permitted but only for the duration of the event.

3. For religious organizations, the Administrator may approve a sign for special event of up to twenty-one (21) days in duration, at which time the moving signs or devices may be permitted but only for the duration of the event.
 - a. There shall be at least one week between these signs for special events. Also, the number of signs shall be limited to two (2) per property, with no sign larger than 32 square feet.
 - b. **Maximum Number of Signs:** Two (2) per property
 - c. **Maximum Sign Area:** 32 square feet

D. Temporary Banners or Balloons for Special Events or Promotions

The Administrator may permit businesses to use banners and/or balloons to advertise a special sales event. Any violations of the provisions below shall be enforced by the City's standard citation policy.

1. **Applicability:** All zoning districts except Historic District overlays
2. **Maximum Permits Per year:** Six (6)
3. **Maximum Duration:** Ten (10) days, with a minimum thirty (30) days between permits
4. **Banners:**
 - a. Banners shall be attached to the building and shall not be made of paper.
 - b. **Maximum Number:** One (1) banner per business
 - c. **Maximum Size:** 32 square feet
5. **Balloons:**
 - a. **Maximum Height:** Ten (10) feet above ground level
 - b. **Setback:** Twenty (20) feet from the street right-of-way
 - c. **Maximum Size:** Eighteen (18) inches in diameter

E. Miscellaneous Signs

1. Miscellaneous signs shall be both incidental and product signs.
2. Portable signs shall not be used as miscellaneous signs.
3. **Maximum size:** six (6) square feet per sign.

4. Miscellaneous signs are permitted in commercial, industrial, and institutional zoning districts.

F. Pole Displays (Pole Banners): Pole displays in IC and DMX districts and shopping centers shall be permitted as temporary signs provided that the following provisions are met:

1. That the pole displays be vertical pole banners made of fabric of woven natural or synthetic fibers and that they be securely fastened by brackets and arms at both top and bottom. Displays may include add-on banners containing the name and logo of shopping center merchants, not to exceed twenty-five (25) percent of the size of the primary banner
2. That the pole displays be decorative, seasonal, or theme banners
3. That there be no advertising message associated with the primary banner.
4. That individual pole displays be allowed for a maximum period of one hundred eighty (180) days no more than three (3) times per calendar year.
5. That the pole displays be limited to light poles which are symmetrically arranged and no fewer than eight (8) in number.
6. **Maximum Number:** No more than two (2) pole displays per pole.
7. **Maximum Size:** No more than twenty-five (25) square feet for each sign.
8. **Maximum Letter Size:** No more than fifteen (15) inches for each letter.
9. **Maximum Height:** No more than twenty-five (25) feet above pavement level, and no less than ten (10) feet from the bottom of sign to pavement level or side.
10. That the pole displays not be illuminated.
11. Should the condition of the displays deteriorate, the Administrator may cause them to be taken down immediately.

G. Information Signs: Information signs are permitted in commercial and industrial districts as follows:

1. **Maximum number:** One (1) per street front for each entranceway.
2. **Maximum size:** Sixteen (16) square feet per sign.
3. **Maximum width:** Four (4) feet.
4. **Maximum height:** Six (6) feet.

- H. Political Signs:** Political signs may be allowed provided that all of the following conditions are met. Signs removed due to a violation of any of the provisions below will not be returned:
1. **Maximum Size:** Five (5) square feet
 2. The sign be placed on private property only. No sign shall be placed on public property, on any right-of-way, or attached in any manner to a pole, tree, fence, rock, another sign, etc.
 3. The sign be erected no more than four (4) weeks preceding the election.
 4. The sign be removed no more than ten (10) days following the election.
 5. Signs removed due to a violation of any of the above provisions will not be returned.
- I. Directional signs:** The Administrator may authorize an off-premise[s] directional sign for a facility when the following requirements are met:
1. The sign be located in a commercial or industrial district;
 2. **Maximum Number:** One (1) sign per lot;
 3. **Maximum Size:** Sign face limited to twenty (20) square feet;
 4. **Maximum Height:** Five (5) feet;
 5. The sign be reasonably necessary in determining the location of the facility.
 6. Where visibility is reasonably difficult along a roadway that has a right-of-way of at least one hundred (100) feet and a pavement width of at least forty-eight (48) feet, the board may permit modifications in items 2. and 3. above as follows:
 - a. The size of the sign may be greater than twenty (20) square feet, but no more than eighty (80) square feet.
 - b. The height of the sign may be greater than five (5) feet, but no more than thirty (30) feet.
- J. Pylon Signs:** Pylon signs shall be allowed in Sign Overlay District "B" as shown on the official zoning map of the City of Salisbury. See Section 12.7, Sign Overlay Districts.
- K. Landscaping Around On-Premise Ground Signs:** All on-premise ground signs shall be landscaped with a minimum two-foot strip of landscaping from the base of all poles or foundations of ground signs.

L. Consecutively Strung Lights: Consecutively strung lights shall be permitted in NMX, CMX, DMX, and TND (non-residential/mixed use areas only) districts only provided that the following provisions are met:

1. That they shall not form individual numbers or letters.
2. That they be white only.
3. That the maximum voltage of the lights be limited to 3.0 volt lamps.
4. That they not blink or flash.

M. Theatre Signs (in HB Districts only)

1. Theatre signs shall be allowed at or near the front of a property where a theatre has a setback of at least 300 feet from the front property line.
2. This theatre sign shall contain only the name of the theatre and the movies or events currently occurring within the theatre or to occur in the future.
3. The theatre sign may take the place of a ground sign, but not be in addition to a ground sign.
4. The size of the sign shall be no greater than 35 square feet for every 50 feet the front of the theatre, or its wall or marquee, lies from the front of the property, but shall be no larger than 210 square feet.
5. The height of the sign shall be no greater than 10 feet for every 100 feet the front of the theatre, or its wall or marquee, lies from the front of the property, but shall be a maximum of 25 feet in height. The theatre sign shall have no more than two (2) sides, and shall be used only for the specific use “theatres,” allowable in the HB district.

N. Barber Poles at Barber Shops: Barber poles that are part of barber shops shall be permitted to spin or rotate as has traditionally been a symbol that barber shops are open for business.

O. Additional Ground Signs for Churches: Churches shall be entitled to an additional ground sign, no larger than fifteen (15) square feet in size and a maximum of six (6) feet in height.

P. Electronic Light Emitting Diode (LED) Signage: Where a ground sign is permitted in the RMX, NMX, CMX, DMX, HB, HS, IC, LI, and HI districts, a manual or electronic LED changeable copy sign shall be permitted subject to the following provisions:

1. No more than 50% of the actual sign face, up to a maximum of 32 square feet, may consist of an LED changeable copy sign.
2. The sign shall not contain or display any type of flashing, scrolling, or animated message.

3. The LED changeable message, or display, shall remain fixed for a minimum of two (2) minutes. An exception to this provision shall be for display of time and/or temperature.

12.10 Sign Illumination and Lighting

- A. **Illuminated signs:** Illuminated signs shall be limited to those signs lighted from behind to silhouette letters and figures, and which prevent a direct view of the light source. An exception to this provision shall be the electronic LED signage as provided for in Sec. 12.9.P of this chapter.
- B. **Excluded Signs:** Signs excluded from the above requirement include those signs giving public information, such as time and temperature, when such light source does not produce a beam or ray of lights of such intensity or brilliance as to cause distracting glare or impair vision at a distance of thirty (30) feet from the light source.
- C. **Flood and display lighting:** Flood and display lighting shall be shielded so as to prevent a direct view of the light source or the beaming of light at an intensity or brilliance which may cause distracting glare or impair vision at a distance of thirty (30) feet from the light source. Such lighting shall comply with the provisions of Chapter 11, Lighting.

12.11 Maintenance, Repair, and Removal of Signs

Unless otherwise indicated below, the Administrator will provide thirty (30) days' written notice for the repair or removal of signs in violation of this section. Signs that are not repaired or removed as required by the Administrator in this section shall be cause for the Administrator to take legal action to require such repair or removal.

- A. **Inspection of signs:** The Administrator shall have the responsibility of inspecting every sign to determine that the sign meets the requirements set forth in this Ordinance.
- B. **Signs kept in good repair:** All signs for which a permit is required, together with their supports, braces, anchors, and messages, shall be kept in good repair.
- C. **Dilapidated signs:** The Administrator may require any sign which is an immediate danger to persons or property to be removed upon ten (10) days' written notice provided to the owner. If any sign determined by the Administrator to not be in immediate danger to persons or property, but impinges upon the public health, safety, or general welfare, or becomes structurally unsound or is in any way unsafe in the opinion of the Administrator, the owner of the sign, or the person or firm maintaining same, shall, upon thirty (30) days' written notice from the Administrator, repair, repaint, replace, or secure the sign in a manner to be approved by the Administrator, in conformity with the provisions of the state building code, or remove the sign.
- D. **Abandoned, discontinued, or obsolete non-conforming signs:** Non-conforming signs identifying businesses no longer in existence, products no longer being sold, services no longer being rendered, or signs and sign structures which have been

abandoned shall be removed by the property owner(s) from the premises within one hundred twenty (120) days from the termination of such activities.

12.12 Prohibited Signs

The following signs shall be prohibited:

- A. Signs, lights, and similar devices which imitate official traffic, warning, or governmental signs, lights, and other similar devices. These signs are prohibited because their size, location, movement, content, color, or manner of illumination may be confused or construed as traffic-control signals or other devices sanctioned by a governmental agency.
- B. Signs located in any manner or place which constitute a hazard to traffic, block visibility, or obscure any traffic sign, signal, or device.
- C. Signs or lights reflecting or emitting a glaring light which could impair driver vision.
- D. Signs which are placed on any curb, sidewalk, pole, post, tree, rock, fence, hydrant, bridge, another sign, or other surface located on, over, or across any public street, right-of-way, property, or thoroughfare; provided, that name of occupant and/or street address on mailbox or lamppost are permitted, as are signs on canopies and permanent banners in the DMX district and downtown pole displays.
- E. Signs that obstruct openings intended as a means of entrance or exit, or signs that obstruct light or air from any room or building.
- F. **Painted wall signs**, except that those signs painted on a wall prior to 1940 may be restored; and, except as allowed in RMX, NMX, CMX, DMX and HB districts per Section 12.6.D.1.
- G. **Roof signs** which are located in any way above the highest point of the roof or located above any part of the fascia.
- H. **Parapet signs.**
- I. **Portable signs.**
- J. **Moving signs** or devices designed to attract attention, all or any part of which move by fluttering, rotating, spinning, or moving in some other manner, and are set in motion by movement of the atmosphere or by mechanical, electrical, or any other means. Such devices include, but are not limited to, banners, pennants, ribbons, streamers, spinners, propellers, or discs, whether or not any such device has a written message.

Exceptions:

- 1. Signs for Special Events as described in section 12.9.
- 2. Barber poles at barber shops as described in section 12.9.
- 3. Electronic LED signage as described in section 12.9.

- K. Consecutively strung lights**, with the following exceptions:

 - 1. During the Christmas season for the display of Christmas decorations, including necessary lighting.
 - 2. As permitted in section 12.9, which allows consecutively strung lights in certain districts with certain provisions.
- L. Flashing signs** or devices displaying intermittent lights or lights of changing degrees of intensity – except signs indicating time and/or temperature – with changes alternating on not less than a five-second cycle.
- M. Floodlights** as part of a sign illumination system which are not hooded or shielded so that the light source is not visible from any public right-of-way or adjacent property.
- N. Illuminated tubing** (that is, neon) or string of lights outlining property lines, open sales areas, doors, windows, or wall edges of any building.
- O.** Sign illumination systems which contain or utilize any beacon, spot, search, or stroboscopic light or reflector, which is visible from any public right-of-way or adjacent property, except as may be authorized by public agents.
- P.** Signs attached, affixed, or otherwise located on poles, except that the following are allowed:

 - 1. Incidental signs
 - 2. Pole displays in DMX and IC districts and shopping centers as permitted in Section 12.9.
- Q.** Other signs not expressly permitted in this Ordinance.

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